

PRODUCT OPINION LABORATORY  
P. O. Box 26583 - Richmond, Virginia

PLEASE  
RETURN BALLOT BY

Dear Panelist:

4018 B

With this ballot I am enclosing ten packs of cigarettes coded as follows:  
R8 - 5 packs, N4 - 5 packs. First smoke the 5 packs of R8 and answer the questions in Part I of the ballot. Next smoke the 5 packs of N4 and answer the questions in Part II. After smoking R8 and N4 answer Part III of the test.

When the ballot is completely filled out, please return it to me in the enclosed postage-paid envelope.

Only the person whose name appears on this label should take the test. If there are any corrections (address, name, etc.) make them directly on the label. Does the change apply to all members of your family \_\_\_\_\_ or just to you \_\_\_\_\_?

Thank you very much - your cooperation in this test is most helpful.

Cordially,

Panel Leader

1000364396

## PART I

TO BE ANSWERED AFTER YOU HAVE FINISHED  
SMOKING R8 AND BEFORE YOU START SMOKING N4.

1. Check the box that best describes how you feel about the cigarette coded R8.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely	

2. What, if anything, did you like about cigarettes R8?

---



---

3. What, if anything, did you dislike about cigarettes R8?

---



---

4. Please tell us what you think of cigarettes R8 as follows:

- a. Were the cigarettes:

☐ too hot smoking  
☐ too cool smoking  
☐ about right

- e. Did they burn:

☐ too slowly  
☐ too rapidly  
☐ about right

- b. Did the filter work:

☐ too effectively  
☐ not effectively enough  
☐ about right

- f. Were the cigarettes:

☐ too dry  
☐ too moist  
☐ about right

- c. Were the cigarettes:

☐ too mild  
☐ too strong  
☐ about right

- d. Was the aroma:

☐ too strong  
☐ too weak  
☐ about right

Please do not write  
in the spaces below.

19                      23

20                      24

21                      25

22

1000364397

## PART II

TO BE ANSWERED AFTER YOU  
HAVE FINISHED SMOKING N4 .

1. Check the box that best describes how you feel about the cigarette coded N4 .

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

2. What, if anything, did you like about cigarettes N4 ?

---



---

3. What, if anything, did you dislike about cigarettes N4 ?

---



---

4. Please tell us what you think of cigarettes N4 as follows:

- a. Were the cigarettes:

- ☐ too hot smoking  
☐ too cool smoking  
☐ about right

- b. Did the filter work:

- ☐ too effectively  
☐ not effectively enough  
☐ about right

- c. Were the cigarettes:

- ☐ too mild  
☐ too strong  
☐ about right

- d. Was the aroma:

- ☐ too strong  
☐ too weak  
☐ about right

- e. Did they burn:

- ☐ too slowly  
☐ too rapidly  
☐ about right

- f. Were the cigarettes:

- ☐ too dry  
☐ too moist  
☐ about right

Please do not write  
in the spaces below.

26	30
27	31
28	32
29	

Now please turn to Part III.

1000364398

### PART III

TO BE COMPLETED AFTER YOU  
HAVE FINISHED PARTS I AND II.

1. Would you please compare the two cigarettes and indicate which cigarette:

	<u>R8</u>	<u>N4</u>	<u>No Difference</u>
Has more flavor?	_____	_____	_____
Has the easier draw?	_____	_____	_____
Has more strength?	_____	_____	_____
Is more satisfying?	_____	_____	_____
Has the better aftertaste?	_____	_____	_____
Is cooler?	_____	_____	_____
Has the better aroma?	_____	_____	_____
Is milder?	_____	_____	_____

2. All things considered, which cigarette do you prefer?

Prefer R8 . . . . ☐  
 Prefer N4 . . . . ☐  
 No Preference ☐

What is the name of your usual brand? \_\_\_\_\_

Is it filtered? ☐ Yes ☐ No (check one)

Is it menthol? ☐ Yes ☐ No (check one)

If it is filtered, is it ☐ King Size or ☐ Extra Long (100mm)?

How many cigarettes do you smoke per day? \_\_\_\_\_

Please do not write in the spaces below.		
33	37	41
34	38	60-3
35	39	63-2
36	40	

1000364339